

TOMORROW

HICKEY BROS.

will open for your inspection their

New No. 12 Cigar Store, Soda Fountain and Tea Room

located in the new half million dollar

Fort Armstrong Theatre Building

At Third Avenue and Nineteenth Street, Rock Island, Illinois

Tomorrow morning at 9 o'clock you are invited to meet our New No. 12 Store, new brother to the famous group of Hickey Cigar Stores. The Hickey Brothers' service, their unfailing courtesy and attention which go so far to make your purchase satisfactory will be at your command.

Their twenty years of experience in successfully building *the right kind* of Cigar Stores will evidence itself in their New No. 12 Store, which is the *finest establishment of its kind* which intelligence and capital can produce.

**THERE ARE IDEAS EXECUTED IN THIS PARTICULAR
STORE THAT ARE ORIGINAL WITH
HICKEY BROTHERS**

and will give you sure evidence that there is only one
group of Hickey Cigar Stores in the United States.

Luncheons will be served at our Soda Fountain on the main floor and in our Tea Room on the second floor from Six every morning until Midnight.

Entrance to the Tea Room is through our main entrance on the corner; or if you are in the theatre—it is right off the Mezzanine floor.

National Brands of Cigars, Tobaccos and Cigarettes will be featured at all times.

Mr. Conde Meenan, who has been with our organization for the past eight years, will be general manager of this store and will be assisted in the management by sixteen capable people.

We invite you One and All to our New No. 12 Store tomorrow, Our Opening Day. Test Our Service, Our Cigars and Tobaccos, Our Food and Our Refreshments and if they please you--Remember the "latch key" is always out for you.

**YOU WILL ENJOY WHAT YOU BUY FROM US OR YOU WILL GET YOUR MONEY BACK—
"That's a Bonafide Hickey Policy"**

HICKEY BROS.

New No. 12 Cigar Store

New Brother to the Most Beautiful Group of Stores of Their Kind in America

In the Corner of the Fort Armstrong Theatre Building

THIRD AVENUE AND NINETEENTH STREET, ROCK ISLAND, ILLINOIS

We Will Appreciate From "Away Down Deep" Your Assistance In Helping Us Make Our Twelfth Establishment A Success